

ORDER

**Wichita KS KSNW**

Orders

Order / Rev: **W2701895**

Alt Order #: _____

Product Desc: _____

Estimate: _____

Flight Dates: 10/19/20 - 11/03/20

Original Date / Rev: 09/28/20 / 09/28/20

Order Type: REG

Primary AE: KSN Local House

Sales Office: L-WIC

Sales Region: Loc

Agency

Name: **Media Source Inc, The - Wichita**

Buying Contact: _____

Billing Contact: _____

P.O. Box 17588

Wichita, KS 67217-0588

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM

Agency Commission: 15%

Advertiser

Name: **POL/Sean Hatfield/District Court Judg**

Demographic: A25-54

Product Codes: PL18

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

Priority: P5

Order Brand: _____

New Business Thru: _____

Advertiser External ID: _____

Agency External ID: _____

Unit Code: General

Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	8	\$1,200.00	\$1,020.00
10/26/20	11/29/20	8	\$1,200.00	\$1,020.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	8	\$1,200.00	\$1,020.00	37.00
November 2020	8	\$1,200.00	\$1,020.00	37.00
Totals	16	\$2,400.00	\$2,040.00	74.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KSN Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNW	10/19/20	11/01/20	KSN Today 2	CM	6-7am	-T-T---	:15/:15	4	\$100.00	P5	2.40	BK	8	\$800.00
				KSN Today 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-T-T---		4				\$100.00		2.40			
		Week: 10/26/20	11/01/20	-T-T---		4				\$100.00		2.40			
N 2	KSNW	10/19/20	10/30/20	KSN News at Six	CM	6-630p	----F--	:15/:15	2	\$225.00	P5	6.20	BK	4	\$900.00
				KSN News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----F--		2				\$225.00		6.20			
		Week: 10/26/20	11/01/20	----F--		2				\$225.00		6.20			
N 3	KSNW	10/24/20	10/31/20	LN Sa	CM	KSN News at 10 S	-----S-	:15/:15	2	\$175.00	P5	7.50	BK	4	\$700.00
				KSN News at 10 Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----S-		2				\$175.00		7.50			
		Week: 10/26/20	11/01/20	-----S-		2				\$175.00		7.50			
													Totals	16	\$2,400.00

Station Order

Market: Wichita-Hutchinson PLus
Vendor: KSNW TV
Station Rep: Audrey Berry
Phone: (316) 265-3333
Email: audrey.berry@ksn.com
Campaign Remarks:

Sean Hatfield for District Judge

Campaign: Sean Hatfield for District Judge 2020 General
Sean Hatfield for District Judge 2020 General
Flight Dates: 10/12/2020 to 11/03/2020
Contract No: 14140208038-117512
Rev. No: 0

Media Source Wichita

Buyer: Diana Fredelake
diana@mediasourcewichita.com

Share Books: Aug 2019 (2019-08-01 - 2019-08-29) (L3)

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	CPP	CPM	A35+	Oct 19	Oct 26	Spots
1	TR	0600A-0700A	EM/15		KSN KANSAS TODAY 2 Bookend	100.00 800.00	41.67	36.30	2.40	4	4	8
2	R	0600P-0630P	EN/15		KSN 6P NEWS Bookend	225.00 900.00	36.29	24.20	6.20	2	2	4
3	Sa	1000P-1030P	LN/15		SATURDAY KSN 10P NEWS Bookend	175.00 700.00	23.33	18.19	7.50	2	2	4
Total Spots:										8	8	16
Total GRPs:										37	37	74

Month	Spots	GRPs	Reach	Freq	Gross	Net	Imp	CPP	ACPM	TCPM
Oct-2020	8	37	26.80%	1.38	\$1,200.00	\$1,020.00	48854	\$32.43	\$28.75	\$24.56
Nov-2020	8	37	26.80%	1.38	\$1,200.00	\$1,020.00	48854	\$32.43	\$28.75	\$24.56
Totals	16	74	45.16%	1.64	\$2,400.00	\$2,040.00	97708	\$32.43	\$28.75	\$24.56

Comments:

Traffic:

Political Advertising Form being sent under separate email.Â Due to Covid 19, we will send a copy of the check to the Spot to Follow Will be produced at KAKE TV station via email and mail check to the corporate payment address on or before October 8, 2020.

Signed:_____ Date:_____

Media Source Wichita
P O Box 17588
Wichita, KS 67217-0588
(316) 942-8272

Buyer
Diana Fredelake
diana@mediasourcewichita.com

Created On: 2020-09-27 18:08:31

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Diana Fredelake, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Sean Hatfield

Authorized committee:

Sean Hatfield for District Judge

Agency requesting time (and contact information):

☐ N/A The Media Source, Inc

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Judge 25th District

Date of election:

November 03, 2020

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

Deb Lucia

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐ the candidate listed above who is a legally qualified candidate, or

☒ the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:

Diana Fredelake

Signature:

Audrey Berry

Name: Diana Fredelake

Name:

Audrey Berry

Date of Request to Purchase Ad Time: September 15, 2020

Date of Station Agreement to Sell Time: 9/28/20

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Diana Fredelake

Name: Diana Fredelake

Date: September 27, 2020

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☐ Yes ☒ No Date ad received: _____**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

☐ Accepted☒ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*☐ Rejected – provide reason: _____

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag): _____

Contract #:

W2701895

Station Call Letters:

KSNW

Date Received/Requested:

9/28/20

Est. #:

Station Location:

Wichita, KS

Run Start and End Dates:

10/20 - 10/31/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

ORDER



Wichita KS KSNW

Orders
Order / Rev: W2701895
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/19/20 - 11/03/20
Original Date / Rev: 09/28/20 / 09/28/20
Order Type: REG

Primary AE: KSN Local House
Sales Office: L-WIC
Sales Region: Loc

Agency
Name: Media Source Inc, The - Wichita
Buying Contact:
Billing Contact:
 P.O. Box 17588
 Wichita, KS 67217-0588

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 15%

Advertiser
Name: POL/Sean Hatfield/District Court Judg
Demographic: A25-54
Product Codes: PL18
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business Thru:
Advertiser External ID:
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Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KSN Local House			Start Of Order - End Of Order	100%

Order Share	Share	Total
Wichita KS KSNW	33%	\$2,400.00
Market	100%	\$7,272.73

Competitive Share	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	0%	\$0.00
KMTW	0%	\$0.00
KSAS	0%	\$0.00
KSCW	0%	\$0.00
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	0%	\$0.00
KWCV	0%	\$0.00
UNKWN	67%	\$4,872.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: W2701895
 Alt Order #:
 Flight Dates: 10/19/20 - 11/03/20

Advertiser: POL/Sean Hatfield/District Court Judge/
 Product Desc:
 Estimate:

Wichita KS KSNW

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Phone: (316) 265-3333
Email: audrey.berry@ksn.com
Campaign Remarks:

Sean Hatfield for District Judge

Campaign: Sean Hatfield for District Judge 2020 General
Sean Hatfield for District Judge 2020 General
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Rev. No.: 0

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Comments:

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Traffic:

Signed: _____ Date: _____

Media Source Wichita
P O Box 17588
Wichita, KS 67217-0588
(316) 942-8272

Buyer
Diana Fredelake
diana@mediasourcewichita.com

Created On: 2020-09-27 18:08:31

Audrey Berry

From: Audrey Berry
Sent: Sunday, September 27, 2020 5:36 PM
To: Audrey Berry
Subject: Fwd: Order For Client : Sean Hatfield for District Judge, And Station(s) : KSNW TV
Attachments: 14140208038.pdf; ATT00001.htm

Sent from Audrey Berry's iPhone
Director of Sales, KSN

Begin forwarded message:

From: "orders@bluhorn.com" <orders@bluhorn.com>
Date: September 27, 2020 at 5:21:05 PM CDT
To: Audrey Berry <Audrey.Berry@ksn.com>
Cc: "diana@mediasourcewichita.com" <diana@mediasourcewichita.com>
Subject: Order For Client : Sean Hatfield for District Judge, And Station(s) : KSNW TV

Details for order is

Worksheet Name : Sean Hatfield for District Judge 2020 General

Campaign Name : Sean Hatfield for District Judge 2020 General

Flight Date : 2020-10-12 to 2020-11-03

Advertiser Name : Sean Hatfield for District Judge

Market Name : Wichita-Hutchinson Plus

Contract No : 14140208038

Primary Demographics : A35+

Secondary Demographics : DMA HH

Agency Name : Media Source Wichita

Book Information :

Share Book Name(s): Aug 2019 (2019-08-01 - 2019-08-29) (L3)